

SMARTPHONE & TABLET GAMES SUMMIT

FRAMED: A Recipe for Critical Success

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GDC GAME DEVELOPERS CONFERENCE March 14–18, 2016 · Expo: March 16–18, 2016 #GDC16

UBM

Who even is this guy?

- Director of FRAMED

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    - 25+ awards / accolades Prior to release.
    - About 30 now.

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    - About 30 now.
- ~~A Sociopath~~

BEST OF 2014





A MULTI AWARD WINNING NOIR PUZZLE GAME



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Choices

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- What is the game about?

Choices

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- How will people find my game?

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- How will I make money from my game?

Choices

- What is the game about?
- How will people find my game?
- How will I make money from my game?
- What makes my game remarkable?

How do I want my game to be perceived?

Every choice you make is a choice about how public should perceive your game.

Every choice we made was deliberately focused on tailoring the public perception of FRAMED.

#1:

Had to be recognised in a single screen shot.



#2:

Had to be one-of-a-kind for our chosen platform.

#3:

We were going to focus our PR efforts on winning awards on the Festival Circuit.



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The Festival Circuit


PAX EAST
INDIE SHOWCASE
SEE THIS YEAR'S GAMES →


INDIE
BOOTH



Goals of the Festival Circuit

1. You add that coveted wreath to your marketing materials.



WINNER

BEST GAME

Template Ceremony



Goals of the Festival Circuit

1. You add that coveted wreath to your marketing materials.
2. You are marketing directly to taste-makers.

PR 1-2 Punch

1. Increase hype and expectations by attending festivals and award shows.

PR 1-2 Punch

1. Increase hype and expectations by attending festivals and award shows.
2. This hype translates into higher success rates of being selected for shows and awards.

The Festival Circuit

- PAX East
- GDC / IGF
- SXSW
- AMAZE
- IMGAwards
- Gamescom
- Eurogamer
- TGS
- BAFTA
- PAX Prime
- Indiecade
- IGF China
- E3

http://www.gameconfs.com/

https://www.promoterapp.com/calendar

Festival Benefits:

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1. Gauging public perception of your game.

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1. Gauging public perception of your game.
2. Free interviews!
3. Free play-testing!
4. Measuring the competition.



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Festival Focused Development Methods

You must always have a submission quality build on hand, no matter what.

#1:

Your imagination is the best prototype.

#2:

Assume everything is ‘final’.

Don’t create placeholder assets.

#3:

The only milestones are submission deadlines.

10 weeks is the magic number.

#4:

Develop your game episodically.
Regardless of if it is.

FRAMED's 10 week Turnaround:

- 3 weeks carefully designing all content.

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- 6 weeks creating 'final' assets.

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- 3 weeks carefully designing all content.
- 6 weeks creating 'final' assets.
- 1 week for review and polish.

#5:
Everyone’s a Hipster

#hashtag bonus:

Visual polish is important..

but not as important as Audio.



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The Show Floor

#1:
Crowd Control.
Cycle your devices.

#2:
Always have one more spare build.

#3:
Know who’s on the show floor.

#4:
Be a member of the crowd.

#5:
Open critical dialogue with each player.



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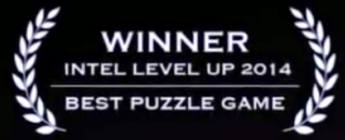
Awards


FINALIST
FREEPLAY FESTIVAL 2013
NARRATIVE


FINALIST
FREEPLAY FESTIVAL 2013
VISUAL ART


FINALIST
FREEPLAY FESTIVAL 2013
TECHNICAL INNOVATION


WINNER
BIG Festival 2014
BEST NARRATIVE


WINNER
INTEL LEVEL UP 2014
BEST PUZZLE GAME

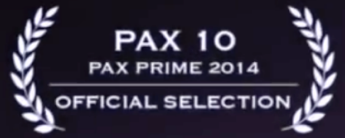

WINNER
IMGAwards 2014
BEST UPCOMING GAME


WINNER
FREEPLAY FESTIVAL 2013
BEST DESIGN


WINNER
IGF CHINA 2013
EXCELLENCE IN DESIGN


WINNER
FREEPLAY FESTIVAL 2013
BEST GAME


WINNER
INDIECADE 2014
VISUAL DESIGN


PAX 10
PAX PRIME 2014
OFFICIAL SELECTION


FINALIST
TOKYO GAME SHOW 2014
SENSE OF WONDER NIGHT


FINALIST
South by Southwest 2014
SXSW Gaming Awards


FINALIST
A MAZE FESTIVAL 2014
MOST AMAZING GAME


FINALIST
AGDA 2014
BEST GAME


FINALIST
AGDA 2014
TECHNICAL EXCELLENCE


FINALIST
AGDA 2014
INNOVATION AWARD

FRAMED Release Numbers

- Localised to 14 languages.
- Apple were ready, and made it clear that we should hit mid-November.
- FRAMED releases November 13.

FRAMED Release Numbers

- Top banner spots in China, Japan, AUS.
- Featured top-of-the-fold everywhere else.

- 20k paid units first weekend.
- 35k paid units first week.

FRAMED Release Numbers

- Underperforming expectations.
- Budget of half a million Australian dollars (half of which was salary sacrificed).
- Core team of 4. Extended team of 8.
- Investors to pay back.



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Luck


26
32



pro tip: don’t make a game

PR is not a silver bullet.

It is about **tipping the odds** of success in your favour.



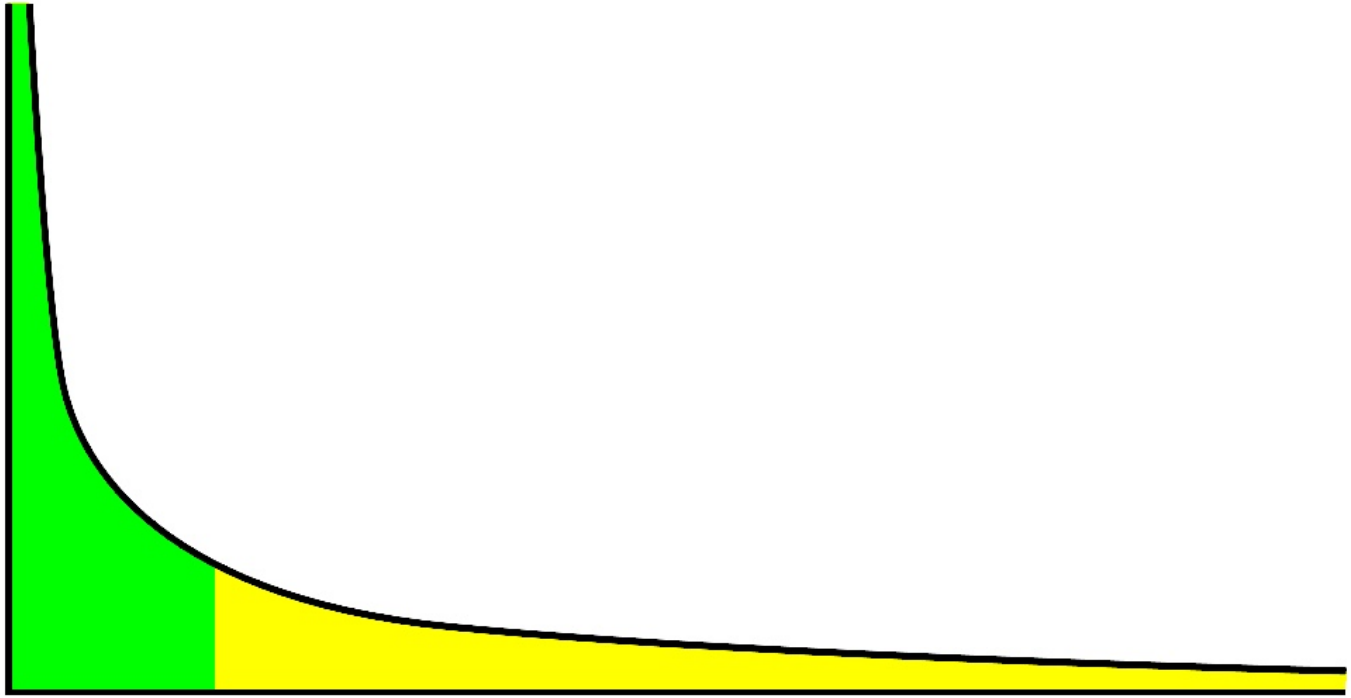
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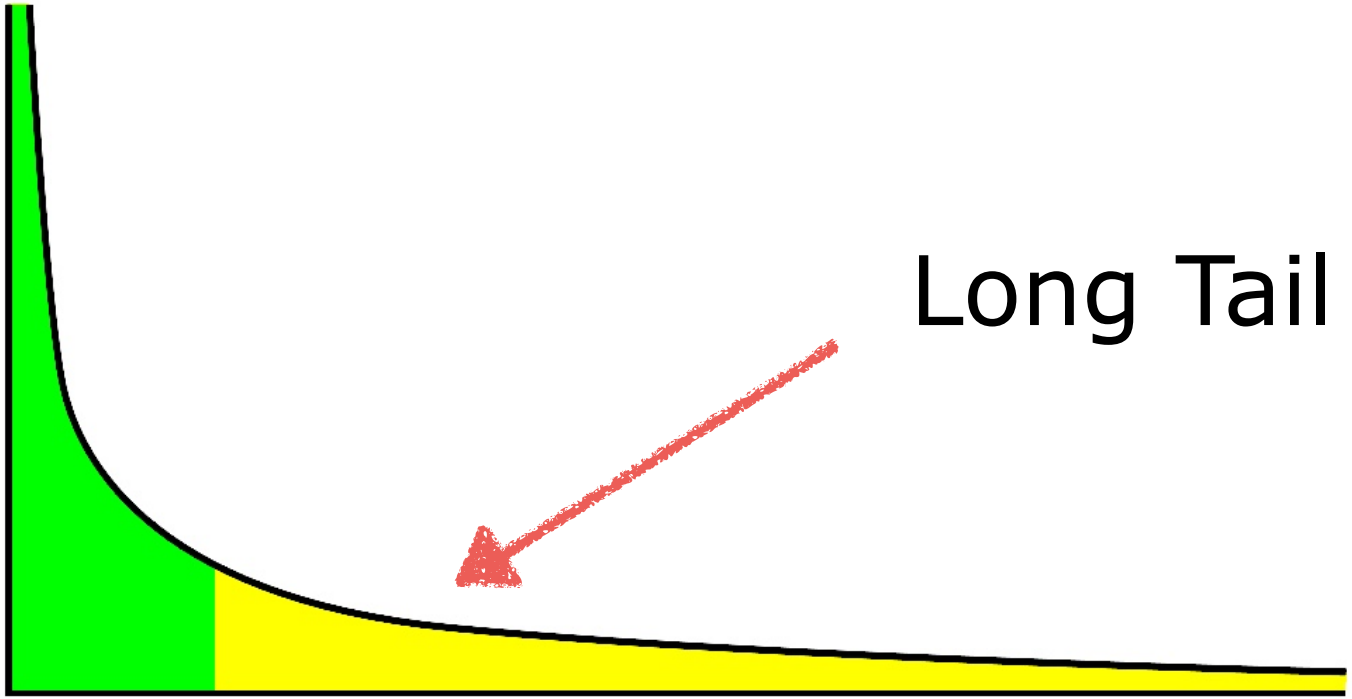
The Long Tail





Quality is Insurance.




Long Tail


THE UK Nº1 FILM
12 ACADEMY AWARD® NOMINATIONS
INCLUDING
BEST PICTURE
BEST DIRECTOR - ALEJANDRO G. IÑÁRRITU
BEST ACTOR - LEONARDO DiCAPRIO
BEST SUPPORTING ACTOR - TOM HARDY
3 WINNER GOLDEN GLOBE® AWARDS
BEST PICTURE: BEST DIRECTOR - ALEJANDRO G. IÑÁRRITU BEST ACTOR - LEONARDO DiCAPRIO
8 BAFTA® NOMINATIONS
EE BRITISH ACADEMY FILM AWARDS
BEST FILM DIRECTOR LEADING ACTOR
ALEJANDRO G. IÑÁRRITU LEONARDO DiCAPRIO
A FILM BY ALEJANDRO G. IÑÁRRITU
LEONARDO DiCAPRIO TOM HARDY
THE REVENANT
INSPIRED BY TRUE EVENTS
BASED IN PART ON THE NOVEL BY MICHAEL PUNKE
SCREENPLAY BY MARK L. SMITH & ALEJANDRO G. IÑÁRRITU
IN IMAX® AND CINEMAS NOW
DIRECTED BY ALEJANDRO G. IÑÁRRITU

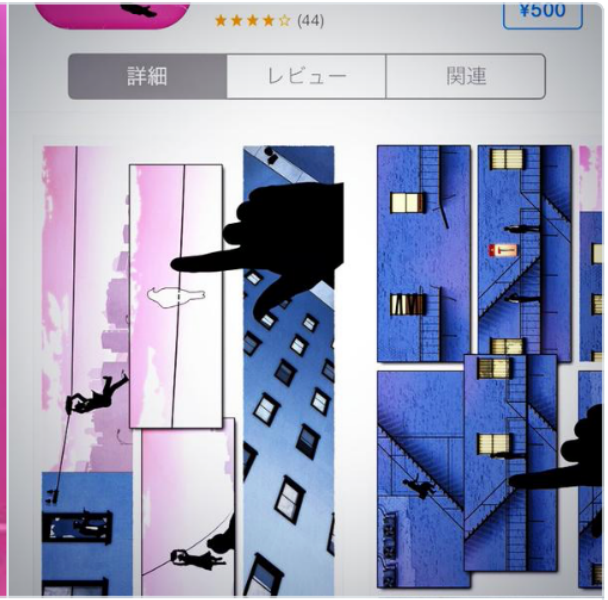

MICHAEL KEATON
ZACH GALIFIANAKIS
EDWARD NORTON
ANDREA RISEBOROUGH
AMY RYAN
EMMA STONE
NAOMI WATTS
AN ALEJANDRO G. IÑÁRRITU FILM
BIRDMAN
OR
(THE UNEXPECTED VIRTUE OF IGNORANCE)
OFFICIAL SELECTION OPENING NIGHT VENICE FILM FESTIVAL 2014
OFFICIAL SELECTION TELLURIDE FILM FESTIVAL 2014
OFFICIAL SELECTION CLOSING NIGHT NEW YORK FILM FESTIVAL 2014
FOX SEARCHLIGHT PICTURES AND REGENCY ENTERPRISES PRESENT A NEW REGENCY/ M PRODUCTIONS/ LE GRISBI PRODUCTION
AN ALEJANDRO G. IÑÁRRITU FILM "BIRDMAN" MAIN SCORE ANTONIO SANCHEZ COSTUME DESIGNER ALBERT WOLSKY EDITED BY DOUGLAS CRISE STEPHEN MIRRIONE, A.C.E.
PRODUCTION DESIGNER KEVIN THOMPSON DIRECTOR OF PHOTOGRAPHY EMMANUEL LUBEZKI, ASC/AMC CASTING PROCESSES CHRISTOPHER WOODROW MOLLY CONNERS SARAH E. JOHNSON
PRODUCED BY ALEJANDRO G. IÑÁRRITU JOHN LESHER ARNON MILCHAN JAMES W. SKOTCHDOPOLE WRITTEN BY ALEJANDRO G. IÑÁRRITU
NICOLÁS GIACOBONE ALEXANDER DINELARIS, JR. & ARMANDO BO DIRECTED BY ALEJANDRO G. IÑÁRRITU
R
BIRDMANTHEMOVIE.COM


GRAND PRIX
FESTIVAL DE CANNES
SON OF SAUL
EEN FILM VAN LÁSZLÓ NEMES
VAF 5 NOVEMBER IN DE BIOSC


THE LAST OF US
OUT 14TH JUNE
ONLY ON PLAYSTATION 3
10/10
OFFICIAL PLAYSTATION MAGAZINE
10/10
EUROGAMER
10/10
VIDEOGAMER
10/10
GAMEREACTOR
10/10
THESIXTHAXIS
10/10
EDGE
10/10
CVG
10/10
GOD IS A GEEK
10/10
NEXT-GEN GAMING BLOG
10/10
PUSHSQUARE
"GAMING'S CITIZEN KANE MOMENT
- A MASTERPIECE"
★★★★★
EMPIRE


App Store
BEST OF
2014
WINNER OF OVER 25
ACCOLADES & AWARDS
IGF FINALIST 2014
INDIECADE WINNER 2014
KOTAKU MOBILE GAME OF THE YEAR 2014
POCKET GAMER 9/10
LOVESHACK
GET IT ON
Google play
Download on the
App Store
amazon
apps
Available at
amazon





HIDEO_KOJIMA
@HIDEO_KOJIMA_EN

Follow

Played "FRAMED" by Liveshack. High sense of gameplay, graphic, & sound. My best game in this year without any doubt. pic.twitter.com/OFy9c9KTHU”

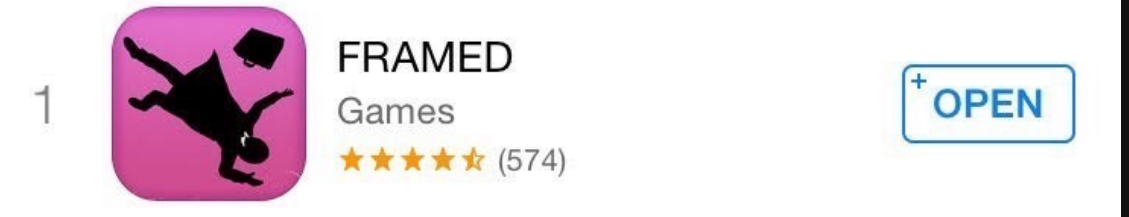
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GAMES ARE ART


INDIE GAME
SHOWCASE


1
FRAMED
Games
(574)
OPEN


GAME
COLLECTIONS


INNOVATIVE
GAMES


15
Greatest...


15
Greatest
Indie
Games

FRAMED 18 months later

- FRAMED has made 10x as much off its long tail than its large launch spike.
- 400k paid units. 18 months after release.
- Regularly featured in bundles with Apple.

Premium still works

- Premium speaks the language of **quality**.
- All your messaging needs to speak that.
- Niche audiences. Fill Gaps.
- Different scale of measurement.

It’s not about quantity,
it’s about **quality**.



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